

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 21 Boyes Hot Springs, Calif. Friday, Nov. 18, 1955

By mail: \$1 per year. Pickup, free.

Plump Turkey Days are ripe in the Valley of the Moon

One local couple who took a little weekend journey to Stateline not only didn't fare so well at the rolling wheels but had a heck of a time getting back home. They left a little before noon, but it had been snowing and it took them five hours to get as far as Placerville. Told us cars were abandoned all along the way, one in the center of the road, others hanging perilously over the side of the road. Tow cars were swamped, and apparently the storm took the highway department by surprise, because the big plows weren't ready.

SONOMA GROVE, Hiway 12 south of Boyes. Finest Italian meals. Finest steaks. Finest cocktails. You'll like everything!

Our scouts have come up with the Danish name for Valley of the Moon. It's Maanedalen. Good thing to know if you're ever in Denmark. The Jack London books are widely read in that country.

Have you noticed how dogs make friends and influence people without reading books? VALLEY WATCH REPAIR, Boyes.

Every good newspaper should carry at least one Thanksgiving story. Here's ours: Postoffice and most places of business will be closed—some all day, others from noon on. School pupils get a brief holiday. Churches have scheduled Thanksgiving services for the coming Sunday. Probably some service stations and most taverns will remain open. Many of the many good eateries in this section are putting on special holiday feeds, and prices are said to be on the reasonable side. That's all. You take it from there. And have a good time.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Casual Wear Separates
POWDER BOX BEAUTY SHOP now on Arnold drive next to Ellis
Service. All new equipment. Same good service. "MAC" BOM.

Sometimes we get a little discouraged. We know there must be people who disagree with us in some of our writings, but that's natural with any periodical. What puzzles us is that more people don't write in and give us a little dickens. Why don't you? It'll help relieve some of the monotony.

WE HAVE CALLS for furnished and unfurnished homes for rent.

List your real estate with WOODS-FRANQUELIN, Boyes Branch.

"Dear Colonel: Why do you hate 'commercials' so much? Don't you know that without them we'd have no radio or TV? Newspaper advertising, too, is merely a form of 'commercial.' How'd you like it if everybody quit advertising?"

Good question. We object to the commercials over the airwaves for various reasons. (1) There are too many of them in one program, say four blurbs to a five-minute program. That's not good. (2) Constant repetition—night after night, weeks and months the same. That's not good advertising, and it certainly doesn't do the good expected of it by the sponsor. (3) Singing commercials! They insult the intelligence of most listeners. We feel much more friendly toward a sponsor when we're told the story in sensible, convincing statements, with a minimum of "hurry up and buy" advice.

As for newspaper advertising, you can get away from that by not reading it, unless you're so inclined. It's a fact that an appeal to the eye is far more potent than to the ear. But try and get away from TV or radio commercials. You can always turn 'em off, but if they'd just use a little sense in their appeals that wouldn't be necessary.

GIVE FURNITURE or APPLIANCES for Christmas. A small deposit holds it. SONOMA FURNITURE MART. South Broadway.

Have had a lot of fun since coming to the coast in the way of exotic foods. First day here we went into a Santa Rosa drug store and at the lunch counter they had listed "snails." Horrifying! But found out they were just a sugar-coated bismark. Then there was abalone. Bought some at Bodega Bay for \$1.25 a pound (outrageous we thought), but found they were pretty good. Didn't know a thing about Mexican or Italian foods, but now we do. Good stuff, almost always.

HAMMOND LUMBER COMPANY, Boyes Hot Springs

Get your Lumber, Hardware, Building Materials, right here.

Now then, this weather: Couple of good rains, with several exceptionally cold mornings sandwiched in between. So we'll be all green and nice in no time at all. Frosty several mornings—but that is a relief to those who remember the big snowfalls they had to wade through and shovel back in the midwest. There the winters last till late April usually, so we've got an edge here, with winters about two or more months shorter.

DENNY'S C O G CLUB gets more popular every day. Drop in and you'll discover the reason. It's friendly and congenial.

When that Panorama Pacific early morning TV program began two years ago this week, from 7 to 8:30 daily, many in the industry were doubtful whether it would catch on. Apparently it has, in a big way. You get the latest news three times, on the half hour, together with weather stuff, sports, and a real variety of unusual features. And on another channel, 7 to 9, there's "Today," coming from New York with Dave Garroway as emcee.

SONOMA MISSION INN, Boyes Springs. Splendid setting for banquets or for your out-of-town guests. Splendid food.

May have to eat these words before the week is over, but don't really think so. Ohio State should beat Michigan at Ann Arbor, so Michigan State will come to the Rose Bowl. Playing UCLA of course. If State comes out, you'll see the goldarndest offense ever gathered together in one team.

ROY'S UPHOLSTERY SHOP, Boyes. Time yet to get your furniture looking "right" for the holidays. Prices reasonable.

The candidates are warming up, nationally at least, so we're in for an exciting 12 months ahead. Not ready yet to place our bets, though have an idea who's going to win. Statewide and countywide there's little activity as yet, but the lid will be off right after the Rose Parade.

MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone WE8-2467.

Four Recreation district park trustees and their wives attended Tuesday's meeting of the Valley of the Moon Lions club at Fireside Lodge, and for the board Oscar Larson presented a plaque to the club in appreciation of the work done in erecting the new park building. Estimated cost was \$7000, but the trustees furnished the material and the Lions did most of the work, so the cost was brought down to about \$3000. At dedication ceremonies next spring, the bronze plaque will be imbedded in the concrete block wall as a lasting tribute to the club members—plus the efforts of Arnie Griewe, Henry Juen and others.

DONOVAN at the IRISH INN serves corned beef at its finest, along with tasty sandwiches, lunches and dinners. Beer and wine.

At this banquet again the diners were confronted with the usual mixture of carrots and peas. Why do they do it? We love peas, hate carrots, and have a bad time separating them so we can get in a bite or two. But the veal scallopini was wonderful.

HERBERT COONS CLEANERS, Feters Springs. Cleaning, Pressing, Repairing. Also Knit Blocking. You'll like our prompt service.

Has it happened to you? You're standing at the curb, waiting to cross the street. It's raining. Cars come by at 60 or more miles per

hour, and what happens? Don't answer. We know some good words to use on such occasions.

SONOMA GOLF & COUNTRY CLUB is the show place of the Valley. Bring your guests here for breakfast, lunch, dinner. Cocktails.

Merry's Drive-in is again open, new owner being Alice Roach, formerly at the state hospital. It'll have a new name before long. She really can cook and serve. Says there'll be no particular change in policy—just good food, 24 hours a day.

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289.

Latest old song resurrection (never did like it) seems to be "Everybody's Doin' It." Can think of at least three oldies we'd like to see back again—"Down on the Farm," "Goodbye Dollie Gray" and "Bedeñia." You like?

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Fast service.

Did you hear about the American delegation "pleading" with Molotov? Disgraceful, in our opinion. They really should "tell" the Russians. Are we scared, getting soft, or just what?

Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Phone WE 8-2971

Only two turndowns we've had on advertising in Moonbeams still make us a little mad. One (big outfit) said it couldn't afford the \$1 a week charge. The other: "Huh, such a sheet. Nobody'll ever read it." And did they get fooled!

JUNIOR'S BOYES SPRINGS RESORT. You'll like the atmosphere, and the splendid drinkables served. Restaurant in connection.

Hugh Duffy, wife and son, were here about a week ago. The Duffys were the first to start building a home on Baines avenue, and now look at this section. Duffy designed the postoffice and Plaza building, the Food Center, and quite a number of apartments and homes. The family now lives in Long Beach.

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

Still believe there should be an honorary mayor in the Valley, maybe one for each separate community, or maybe one "big" mayor for the whole Valley from El Verano to Kenwood. Doesn't mean too much, but down in the Southland every community has its own honorary mayor, many of them big movie or TV stars.

Our nominations start with Richard (Slim) Wallace in Glen Ellen,

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

Oscar Larson in Boyes, Emmett Danieli in El Verano. Can you think of some good men for the position?

If any interest whatever is shown, Moonbeams might go out on a limb and start something in the way of an election. Could be a lot of fun. And wonderful publicity for the Valley.

PLAZA BARBER SHOP (Bud Thompson), next to Mendel's, will please you with splendid workmanship, latest styling.

VALLEY OF THE MOON CIGARS

Ask for Them — Only Handmade Cigars in the Valley

It takes six pages of typewritten copy to fill Moonbeams each week, plus some extra material we gather from here and there. Maybe you've got some interesting clippings we could use. Phone us—WEB-str 8-4500.

Always a good time in store for you at LITTLE SWITZERLAND, El Verano. Old-time dancing Saturday nights. Swiss food.

LARSON'S LIQUOR & SPORTING GOODS

Splendid assortment of suitable gifts for men (especially)

There seems to be a lot of flu in the Hot Springs area. Probably caused in part at least from the weather—the widely varying temperatures we've been having. Did we ever tell you about our favorite remedy?

'QUIETLY LUXURIOUS' means just that! The very best food and drinks, always. Bring your guests. MENDEL'S CAFE, Boyes. GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

We know what a lot of TV fans want in their programs. Our own tastes may not be the same as yours, but it's funny how the programs vary night after night. Monday nights we find Channel 5 the very best. Saturday night it's Channel 4. Channel 7 to us is spotty, but with many good programs. Of course we like situation comedies and quizzes the best—never the crimes and murders and detectives and Dragnet type.

STEAKS, CHOPS, RIBS, CHICKEN. Barbecued to your order. It's a splendid place to bring your guests. FIRESIDE LODGE.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

LIBRARY HOURS: The Boyes Hot Springs branch library has the following hours: Monday, 7 to 9 p. m.; Tuesday, 2 to 5:30 p. m.; Wednesday, 7 to 9 p. m.; Thursday, 2 to 5:30 p. m.; Saturday, 9:30 a.m. to 12:30 p. m.

Better clip this out and save it.

RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries.

POP & MOM MEDROS are your hosts at BROADWAY CAFE, Sonoma. Hillbilly dances every Saturday. Cafe in connection.

WHAT'S YOUR PHOBIA?

Acrophobia—Fear of height.
Agoraphobia—Fear of being alone in large open spaces.
Aichmophobia—Fear of sharp instruments.
Ailurophobia—Fear of cats.
Anastomophobia—Fear of joining.
Androphobia—Fear of men.
Astrophobia—Fear of celestial space.
Autophobia—Fear of solitude.
Claustrophobia—Fear of closed spaces.
Gephyrophobia—Fear of bridges.
Gyncophobia—Fear of women.
Hemophobia—Fear of blood.
Hydrophobia—Fear of water.
Kenophobia—Fear of large open spaces.
Keraunophobia—Fear of lightning and thunder.
Lalophobia—Fear of speaking.
Ophidiophobia—Fear of snakes.
Phobophobia—Fear of being afraid.
Pyrophobia—Fear of fire.
Siderodromophobia—Fear of railways.
Taphephobia—Fear of being buried alive.
Thanatophobia—Fear of death.
Toxicophobia—Fear of poisons.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

EL DORADO HOTEL in Sonoma is noted for its fine Italian diners, its old-time atmosphere. **JOHNNIE MERLO** on duty

A neighbor's young son, back from two weeks at his first camp, was excited about badges awarded him for the greatest improvement in swimming skill and for naming the most birds. His mother saw that there was another ribbon. "Aw," he said, "I just got that for havin' my bag packed neatest when we started home."

"Why, that's fine,..." she told him. "I'm proud of you."

"Aw, I hadn't never unpacked it," he explained.

VALLEY DRUG STORE, Boyes, is your best headquarters for Christmas gifts. Cards. Varied stocks, in quantity, right now.

B & L LAUNDROMAT, Feters, is a lifesaver in this snappy weather. Bring in your laundry, have it all done in a half hour.

Gal: I wonder what came over that nice looking fellow over there. He kissed me, then turning pale he walked away.

Sal: Maybe he saw me come in. I'm his wife.

MIKE & ROSE'S BOYES SPRINGS MARKET, for those luscious steaks you've heard about. A complete market. Many Specials.

RUSTIC INN, Glen Ellen will be glad to see you. **GUNNER** and **RUTH**. Unusual in so many ways. Jack London's rendezvous.
SURE, HE DID

My grandfather, many years ago, told the story about the effect of tobacco on the human being. He said he got it from his grandfather, and his grandfather heard it from an old guy who had first hand knowledge of the experiment conducted by the young king of a small principality in central Europe at the time.

The prince who had stepped to the throne was eager for definite knowledge concerning the use of tobacco and its effects. He went to the dungeon and selected five robust outlaws who were in for life, and he explained to them what each was expected to do. No. 1 was to smoke exclusively. No. 2 was to chew tobacco. No. 3 was to use snuff. No. 4 was to use all three, and No. 5 was not to touch tobacco in any form. Upon the death of each man a post-mortem was performed.

No. 1, who smoked, had no lungs; No. 2, who chewed, had a stomach that was in tatters; No. 3 who used snuff and pulled the fine, brown powder into his head, showed up with an empty skull; No. 4 who used all in moderation, outlived the king.

At this point in the story, grandpa would pause and look around. He'd pick up his pipe as likely as not. He would wait for the question, "What happened to the fellow who was not allowed to use tobacco at all?" "Oh, him," said grandpa, as he wiped the back of his hand across his mouth. "Him? Why, that fellow went crazy the second day."

Life DRAFT BEER? OUR RESORT, El Verano, has it on tap.

Plus EVERYTHING! MELINA and HARVEY FRANCIS.

GALLO'S CHEVRON SERVICE. Agency for Plymouth and DeSoto cars. Good used cars, too. Mechanic on duty every day.

Jose: "So you met your wife at a dance, did you? Gosh that must have been romantic."

Pedro: "Naw, embarrassing. I thought she was home taking care of the kids."

BOB'S CIGAR STORE, Sonoma. For Christmas, give cigars, cigarettes, pipes. Fancy wrapped. Everybody'll be happy.

Try **GEORGE** for **MEATS** at **FOOD CENTER**. Boyes. Real reputation for stocking only the best. Fresh crabs, now.

Adam was the first electronic engineer because he furnished spare parts for the first loud speaker.

BOYES VARIETY STORE. Gift center, including Toyland. Your entire list may be well taken care of right at home.

PAUL'S OLD RANCHERO, Verano. Specially planned feasts for Thanksgiving. Entertainment every night. **PAUL** at the organ.

If you will add five words to your vocabulary each month, in a single year your friends will wonder who the devil you think you are.

BOYES SPRINGS FOOD CENTER. Your Thanksgiving requirements may all be found here—in profusion. We've got everything.

ROZARIO'S PALMS INN, Verano. Bring your guests here for those "special days," now right upon us. Splendid service always.

SPECIAL 'WEEKS' — (AS IF YOU DIDN'T KNOW)

The year 1956 promises to be right interesting, says a UP staff correspondent, so far as special days, weeks and months are concerned.

Take "Adopt a Cat Week," November 4-10. That ought to impress a lot of people, including owners of parakeets and canaries.

Many of the memorials are, of course, of a religious nature, such as Christmas and holy days. Some are not.

Like "Save the Horse Week," October 7-13. That will honor horses and mules for "what they have meant to this country and the world." (But not horse players.)

"International Potato Bread for Flavor Week" is just what it says—global. All of you potato-bread-for-flavor folks had best write that down.

And still on the subject of things to eat, we'll have "Dried Fruit Week" in March, "National Pickle Week" a little later, and "National Breakfast Week"—wheat cereals and stuff like that—throughout September. Nothing is said about homegrown buckwheat, country sausage, and other things that made breakfasts mighty good on the farm.

The Campfire Girls are not to be denied, nor the Boy Scouts.

Almost everyone will pretty up the whole month of June for the "American Fresh-Water Pearl" deal. And during June 9-16 you'd better run out to the links and have at a ball for "Let's Play Golf Week."

Men have a few weeks to avoid, if possible. One is "National Rug-Cleaning Month." Others are "Let Daddy Do It Week," "Fix It Yourself Month," and a little dandy we always let go by, called "Let's All Throw the Bean Bag Day." Particularly the last. When a man gets a little older a bean bag can get awfully heavy.

The time we really like, though is July. That's vacation time. It gives us time to observe "National Hot Dog Month," "Picnic Month," and leave us not forget "Ground Observer Day," which in 1956 comes on July 14.

Go out and see **FRANK LYNCH**, local Valley real estate broker, at beautiful **PUEBLO PARK**, 2 blocks east of Sebastiani Winery in Sonoma. Nothing down to GIs, only closing costs. FHA and conventional financing to non-vets.